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U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
RCE in Response to August 18, 2006 Final Office Action

AMENDMENTS TO THE CLAIMS

1.-20. (Cancelled)

21. (Currently Amended) A processor-implemented method for predicting clickstream data content, comprising:

receiving content information from a content database;

receiving subscriber actions comprising ~~from a subscriber action database, the subscriber database storing~~ information related to buttons pushed by a subscriber at a remote control while viewing content;

processing the content information ~~received from the content database and the subscriber actions~~; and

predicting future clickstream data that will describe buttons pushed in the future by the subscriber.

22. (Currently Amended) A method according to claim 21, further comprising merging the content information received from the content database and the information related to buttons pushed by the subscriber to create subscriber choice information.

23. (Currently Amended) A method according to claim 21, further comprising correlating the content information received from the content database with the information related to buttons pushed by the subscriber.

24. (Currently Amended) A method according to claim 21, further comprising categorizing the content information received from the content database.

25. (Currently Amended) A method according to claim 21, wherein the step of processing the content information comprises at least one of i) analyzing the buttons pushed during preceding content and ii) analyzing the buttons pushed during succeeding content.

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26. (Previously Presented) A method according to claim 21, wherein the step of receiving the subscriber actions comprises receiving buttons pushed by the subscriber to receive an alternate source of content.

27. (Currently Amended) A server system for predicting subscriber actions content, the server operative to comprising:

receive a head-end facility receiving content information from a content database and subscriber actions from a subscriber-action database, the subscriber actions comprising subscriber action database storing information related to buttons pushed by a subscriber at a remote control while viewing content;

process a processor processing the content information and the subscriber actions;

predict the processor predicting future buttons pushed by the subscriber; and

create the processor creating tailored media content that corresponds to the predicted future buttons pushed; and

a server distributing the tailored media content to the subscriber.

28. (Currently Amended) The server A-system according to claim 27, further operative to correlate wherein the processor correlates the content information with the information related to buttons pushed by the subscriber.

29. (Currently Amended) The server A-system according to claim 27, further operative to categorize wherein the processor categorizes the content information.

30. (Currently Amended) The server A-system according to claim 27, further operative to wherein the processor at least one of i) analyze analyzes buttons pushed during preceding content and ii) analyze analyzes buttons pushed during succeeding content.

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31. (Currently Amended) The server A-system according to claim 27, further operative to analyze wherein the processor analyzes buttons pushed by the subscriber to receive an alternate source of content.
32. (Currently Amended) A computer readable media comprising ~~program product comprising computer-readable medium including~~ instructions for ~~performing the steps:~~
- analyzing content information from a content database;
- analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising ~~subscriber-action database storing~~ information related to buttons pushed by a subscriber at a remote control while accessing and viewing content; and
- predicting future buttons pushed by the subscriber.
33. (Currently Amended) A computer program product according to claim 32, further comprising instructions for ~~performing the step of merging~~ the content information ~~related to programming~~ and the information related to buttons pushed by the subscriber to create subscriber choice information.
34. (Currently Amended) A computer program product according to claim 32, further comprising instructions for correlating the content information ~~related to programming~~ with the information related to buttons pushed by the subscriber.
35. (Currently Amended) A computer program product according to claim 32, further comprising instructions for categorizing the content information ~~related to programming~~.
36. (Currently Amended) A computer program product according to claim 32, further comprising instructions for ~~performing~~ at least one of ~~the steps of~~ i) analyzing buttons pushed during preceding content and ii) analyzing buttons pushed during succeeding content.

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37. (Currently Amended) A computer program product according to claim 32, further comprising instructions for ~~performing the step of~~ analyzing buttons pushed by the subscriber to receive an alternate source of content.
38. (Currently Amended) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted future clickstream data ~~buttons pushed~~.
39. (Previously Presented) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.
40. (Previously Presented) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.
41. (Previously Presented) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.
42. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.
43. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.
44. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.
45. (Previously Presented) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.

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46. (Previously Presented) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.
47. (Currently Amended) A method according to claim 46, wherein ~~the step of presenting the types of content available to the subscriber during the period of time~~ comprises integrating content available from the alternate video source into an electronic programming guide.
48. (Previously Presented) A method according to claim 21, further comprising providing the subscriber a log of received content.
49. (Currently Amended) A method according to claim 21, further comprising merging the content information ~~received from the content database~~ and information related to an alternate video source to determine what content is received by the subscriber.
50. (Currently Amended) A method according to claim 21, wherein the content information ~~received by the subscriber~~ comprises an amount of time that an advertisement was received.
51. (Previously Presented) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.
52. (Previously Presented) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.
53. (Currently Amended) A device, comprising:

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a processor communicating with memory, the processor executing software stored in the memory to

receive content information from a content database;

receive ~~communicate~~ subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing the content; and

predict future buttons pushed by the subscriber.